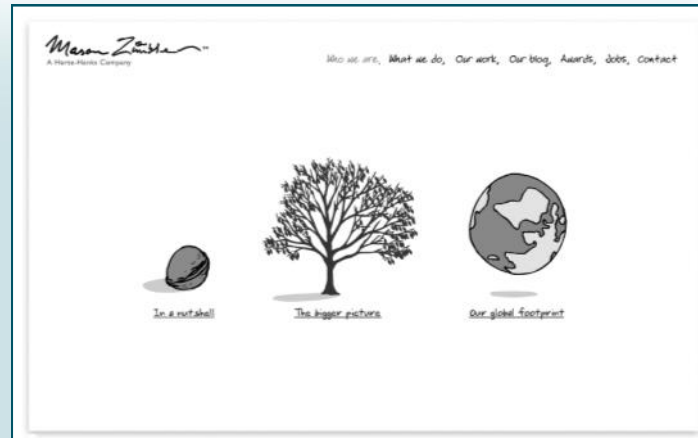
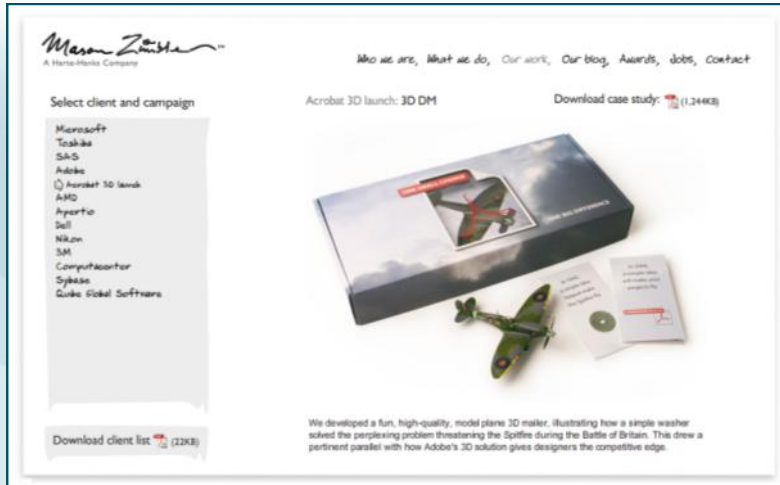




Optimising people, processes and information

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Mason Zimble case study

Microsoft .NET Bespoke Development Distribution Channel Incentive Management System

Mason Zimble is a Harte Hanks group company and is a creative integrated digital marketing agency, specialising in working with technology organisations

Business Challenge

Mason Zimble's client is a highly innovative manufacturing company with more than 55,000 products based on 40-plus core technologies.

For certain industrial products the company uses third party distributors to sell their products and were looking for a way to incentivise these distributors to sell products to new customers.

Solution

Mason Zimble produced an innovative idea for a system based on the cockpit of a aircraft with competing sales displayed as a radar monitor.

Teams with particularly good sales were also automatically promoted to have a cockpit of a more advanced aircraft, such as from a Cessna to a 737.

Ballard Chalmers were selected by Mason Zimble to implement the system with the cockpit being developed in Flash, backed up with ASP.NET 2.0 and SQL Server 2005.

The whole system is Internet enabled so it can be accessed from the distributors and by the sales team while they are on the road. Back office screens are provided to enable the verification of sales data and to automatically assign monthly prizes to the winning teams.

The system was a great success and is now in operation for a second year, with more distribution channels having been added.

Technology

- Microsoft ASP .NET 2.0
- Microsoft SQL Server 2005

"Ballard Chalmers brought the whole concept to life. They rapidly grasped the complexity of the business processes involved and created an easy to use tool that has since been expanded significantly."

"Ballard Chalmers are the experts you can rely on to deliver, easy to work with and cost effective - a fantastic extension to the team."

Managing Director, Mason Zimble